WHAT IS CLAIMED IS:

- 1. A method for determining an analyte in a sample suspected of containing said analyte comprising the steps of:
- 5 a. combining said sample with a single stranded DNA template capable of replication and comprising a starting nucleotide sequence, a deoxyribonucleotide precursor, a DNA polymerase enzyme, a receptor capable of binding with said analyte, a compound capable of generating a detectable signal in the presence of double stranded DNA, and a primer, said primer linked to a ligand or analog of said analyte and comprising a sequence complementary to said starting sequence of said template, under conditions favorable for DNA replication,
 - b. monitoring the generation of double stranded DNA by said enzyme by measuring the signal produced by said compound, and
 - c. correlating the production of said signal with the presence or amount of said analyte in said sample.
 - 2. The method of claim 1, wherein said analyte is selected from the group consisting of drugs, drug derivatives, hormones, proteins, polypeptides and oligonucleotides.
 - 3. The method of claim 1, wherein said analyte is LSD.
- 20 4. The method of claim 1, wherein said primer is amino dT C₆ modified universal primer.
 - 5. The method of claim 1, wherein said template is M13.

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- 6. The method of claim 1, wherein said receptor is selected from the group consisting of antibodies, antibody fragments and antibody derivatives.
- 7. The method of claim 1, wherein said compound capable of generating a detectable signal is a DNA intercalator selected from the group consisting of PicoGreen, acridine orange, ethidium monoazide, ethidium bromide, propidium iodide, 7-aminoactinomycin D, LDS-751, ACMA, DAPI, dihydroethidium, ethidium homodimers, FluoroNissl Green, hexidium iodide, bisbenzimide, hydroxystilbamidine and YOYO-1.
- 8. The method of claim 1, wherein said intercalator is PicoGreen.
- 9. A reagent for determining an analyte in a sample via a method involving inhibition of DNA replication, said reagent comprising a primer bound to a ligand of said analyte or an analog of said analyte.
- 10. A method for determining an analyte in a sample suspected of containing said analyte comprising the steps of:
 - a. combining said sample with a single stranded DNA template capable of replication and comprising a starting nucleotide sequence, a deoxyribonucleotide precursor, a DNA polymerase enzyme, said enzyme linked to a ligand or analog of said analyte, a receptor capable of binding with said analyte, a compound capable of generating a detectable signal in the presence of double stranded DNA, and a primer, said primer comprising a sequence complementary to said starting sequence of said template, under conditions favorable for DNA replication,
 - b. monitoring the generation of double stranded DNA by said enzyme by measuring the signal produced by said compound, and

- c. correlating the production of said signal with the presence or amount of said analyte in said sample.
- 11. The method of claim 10, wherein said analyte is selected from the group consisting of drugs, drug derivatives, hormones, proteins, polypeptides and oligonucleotides.
- 5 12. The method of claim 10, wherein said primer is amino dT C₆ modified universal primer.
 - 13. The method of claim 10, wherein said template is M13.
 - 14. The method of claim 10, wherein said receptor is selected from the group consisting of antibodies, antibody fragments and antibody derivatives.
 - 15. The method of claim 10, wherein said compound capable of generating a detectable signal is a DNA intercalator selected from the group consisting of PicoGreen, acridine orange, ethidium monoazide, ethidium bromide, propidium iodide, 7-aminoactinomycin D, LDS-751, ACMA, DAPI, dihydroethidium, ethidium homodimers, FluoroNissl Green, hexidium iodide, bisbenzimide, hydroxystilbamidine and YOYO-1.
 - 16. The method of claim 10, wherein said intercalator is PicoGreen.
 - 17. A reagent for determining an analyte in a sample via a method involving inhibition of DNA replication, said reagent comprising a DNA polymerase enzyme linked to a ligand or analog of said analyte.
- 20 18. A method for determining an analyte in a sample suspected of containing said analyte comprising the steps of:
 - combining said sample with a single stranded DNA template capable of replication and comprising a starting nucleotide sequence, a deoxyribonucleotide precursor, a DNA polymerase enzyme, a compound

capable of generating a detectable signal in the presence of double stranded DNA, and a primer, said primer linked to a receptor capable of binding with said analyte and comprising a sequence complementary to said starting sequence of said template, under conditions favorable for DNA replication,

- b. monitoring the generation of double stranded DNA by said enzyme by measuring the signal produced by said compound, and
 - c. correlating the production of said signal with the presence or amount of said analyte in said sample.
 - 19. The method of claim 18, wherein said analyte is selected from the group consisting of drugs, drug derivatives, hormones, proteins, polypeptides and oligonucleotides.
 - 20. The method of claim 18, wherein said analyte is carcinoembryonic antigen.
 - 21. The method of claim 18, wherein said primer is amino dT C₆ modified universal primer.
 - 22. The method of claim 18, wherein said template is M13.
 - 23. The method of claim 18, wherein said receptor is selected from the group consisting of antibodies, antibody fragments and antibody derivatives.
 - 24. The method of claim 18, wherein said compound capable of generating a detectable signal is a DNA intercalator selected from the group consisting of PicoGreen, acridine orange, ethidium monoazide, ethidium bromide, propidium iodide, 7-aminoactinomycin D, LDS-751, ACMA, DAPI, dihydroethidium, ethidium homodimers, FluoroNissl Green, hexidium iodide, bisbenzimide, hydroxystilbamidine and YOYO-1.
 - 25. The method of claim 18, wherein said intercalator is PicoGreen.

- 26. A reagent for determining an analyte in a sample via a method involving inhibition of DNA replication, said reagent comprising a primer bound to a receptor capable of binding with said analyte
- 27. A test kit for the determination of an analyte comprising in packaged combination:
- a single stranded DNA template capable of replication and comprising a starting nucleotide sequence,
 - a primer linked to a ligand or analog of said analyte, said primer comprising a sequence complementary to said starting sequence of said template,
 - a DNA polymerase enzyme,
 - a deoxyribonucleotide precursor,
 - a receptor capable of binding with said analyte, and
 - a compound capable of generating a detectable signal in the presence of double stranded DNA.
 - 28. The kit of claim 27, wherein said analyte is selected from the group consisting of drugs, drug derivatives, hormones, proteins, polypeptides and oligonucleotides.
 - 29. The kit of claim 27, wherein said analyte is LSD.
 - 30. The kit of claim 27, wherein said primer is amino dT C₆ modified universal primer.
 - 31. The kit of claim 27, wherein said template is M13.
- 20 32. The kit of claim 27, wherein said receptor is selected from the group consisting of antibodies, antibody fragments and antibody derivatives.

- 33. The kit of claim 27, wherein said compound capable of generating a detectable signal is a DNA intercalator selected from the group consisting of PicoGreen, acridine orange, ethidium monoazide, ethidium bromide, propidium iodide, 7-aminoactinomycin D, LDS-751, ACMA, DAPI, dihydroethidium, ethidium homodimers, FluoroNissl Green, hexidium iodide, bisbenzimide, hydroxystilbamidine and YOYO-1.
- 34. The kit of claim 27, wherein said intercalator is PicoGreen.
- 35. A test kit for the determination of an analyte comprising in packaged combination:
 - a single stranded DNA template capable of replication and comprising a starting nucleotide sequence,
 - a primer linked to a receptor capable of binding with said analyte, said primer comprising a sequence complementary to said starting sequence of said template,
 - a DNA polymerase enzyme,
 - a deoxyribonucleotide precursor, and
 - a compound capable of generating a detectable signal in the presence of double stranded DNA.
- 36. The kit of claim 35, wherein said analyte is selected from the group consisting of drugs, drug derivatives, hormones, proteins, polypeptides and oligonucleotides.
- 37. The kit of claim 35, wherein said analyte is carcinoembryonic antigen.
- 20 38. The kit of claim 35, wherein said primer is amino dT C₆ modified universal primer.
 - 39. The kit of claim 35, wherein said template is M13.

- 40. The kit of claim 35, wherein said receptor is selected from the group consisting of antibodies, antibody fragments and antibody derivatives.
- 41. The kit of claim 35, wherein said compound capable of generating a detectable signal is a DNA intercalator selected from the group consisting of PicoGreen, acridine orange, ethidium monoazide, ethidium bromide, propidium iodide, 7-aminoactinomycin D, LDS-751, ACMA, DAPI, dihydroethidium, ethidium homodimers, FluoroNissl Green, hexidium iodide, bisbenzimide, hydroxystilbamidine and YOYO-1.
- 42. The kit of claim 35, wherein said intercalator is PicoGreen.
- 43. A test kit for the determination of an analyte comprising in packaged combination:

 a single stranded DNA template capable of replication and comprising a starting nucleotide sequence,
 - a primer comprising a sequence complementary to said starting sequence of said template,
 - a DNA polymerase enzyme, said enzyme linked to a ligand or analog of said analyte,
 - a deoxyribonucleotide precursor, and
 - a compound capable of generating a detectable signal in the presence of double stranded DNA.
- 20 44. The kit of claim 43, wherein said analyte is selected from the group consisting of drugs, drug derivatives, hormones, proteins, polypeptides and oligonucleotides.
 - 45. The kit of claim 43, wherein said primer is amino dT C₆ modified universal primer.

- 46. The kit of claim 43, wherein said template is M13.
- 47. The kit of claim 43, wherein said receptor is selected from the group consisting of antibodies, antibody fragments and antibody derivatives.
- 48. The kit of claim 43, wherein said compound capable of generating a detectable signal is a DNA intercalator selected from the group consisting of PicoGreen, acridine orange, ethidium monoazide, ethidium bromide, propidium iodide, 7-aminoactinomycin D, LDS-751, ACMA, DAPI, dihydroethidium, ethidium homodimers, FluoroNissl Green, hexidium iodide, bisbenzimide, hydroxystilbamidine and YOYO-1.
 - 49. The kit of claim 43, wherein said intercalator is PicoGreen.